

October 2, 2024



Public Affairs  
Council

# Membership Orientation



**Thank you for joining us!**

# Today's Agenda

- 1. Introduction**
- 2. Resources and Services**
- 3. How to get involved**

# Introduce Yourself in the Chat Box

- Name
- Organization
- Location
- One thing you'd like to learn today



# Public Affairs Council Profile



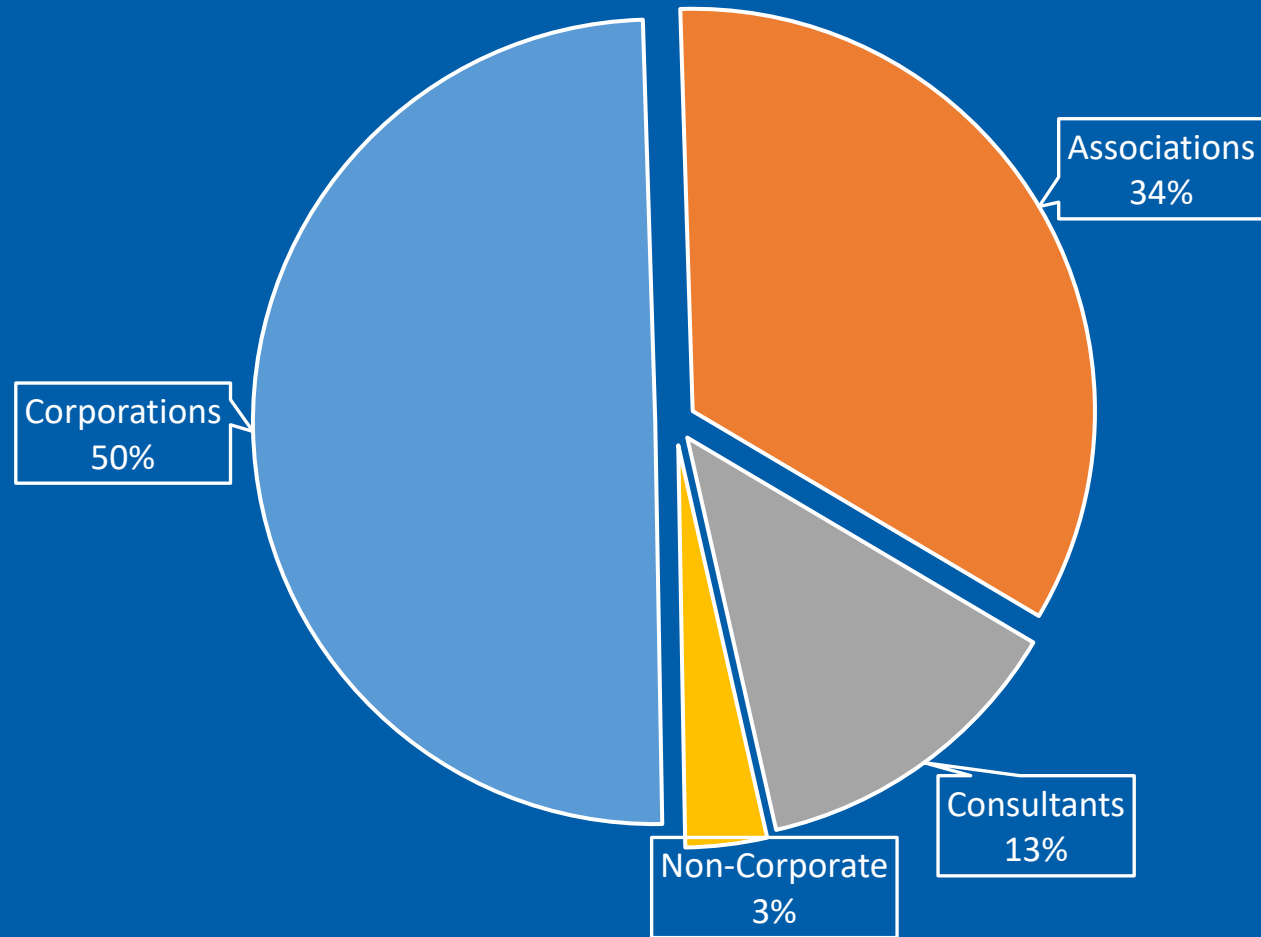
**750+** MEMBER ORGANIZATIONS

**13,000** PUBLIC AFFAIRS PROFESSIONALS

HEADQUARTERS IN **Washington & Brussels**

MEMBERS FROM MORE THAN **25 countries**

# A Diverse Community



# You're in Good Company

LVMH



BOYS & GIRLS CLUBS  
OF AMERICA



The Nature  
Conservancy  
Protecting nature. Preserving life.



# Knowledge Areas

- Government relations strategy & management
- Grassroots & ally development
- PACs & campaign finance
- Communications
- Digital & social media
- Issues management
- Corporate social responsibility
- Diversity, equity and inclusion
- Global public affairs
- Legal & ethics compliance
- Measurement & evaluation





# Access to European Office

## Upcoming Events



## Knowledge Areas

- European Union
- Political Developments & Trends
- Public Affairs Management
- Strategic Communication & Digital
- Stakeholders, NGOs, Emerging Topics

## News & Research



# Manage Your World



# Membership Benefits



**Expertise**



**Executive Education**



**Community**



# I. Expertise





# Staff Experts



Doug Pinkham



Kristin Brackemyre



Tori Ellington



Anna Platt



João Sousa



Alex Donovan



Laura Brigandi



Milka Amanios



Inês Reis

# Legal Guidance

Prominent election law attorney, Ken Gross of Akin Gump Strauss Hauer & Feld, is available to members for legal advice on federal & state issues:

- PAC & campaign finance
- Lobbying registration (including grassroots)
- Ethics laws



# Political Intelligence from *Inside Elections*

## 2024 Presidential Ratings

Democratic Electoral College Votes: 226

Republican Electoral College Votes: 235

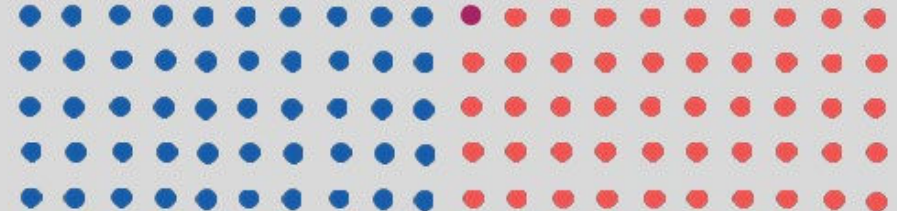
| SOLID D  | LIKELY D                   | LEAN D  | TILT D | TOSS UP  | TILT R              | LEAN R                                    | LIKELY R                            | SOLID R  |
|--|----------------------------|---|--------|--|---------------------|---|-------------------------------------|--|
| California (54)<br>Colorado (10)<br>Connecticut (7)<br>Delaware (3)<br>DC (3)<br>Hawaii (4)<br>Illinois (19)<br>Maine 1 <sup>st</sup> (1)<br>Maryland (10)<br>Massachusetts (11)<br>New Jersey (14)<br>New Mexico (5)<br>New York (28)<br>Oregon (8)<br>Rhode Island (4)<br>Vermont (3)<br>Washington (12) | Maine (2)<br>Virginia (13) | Minnesota (10)<br>New Hampshire (4)<br>Nebraska 2 <sup>nd</sup> (1) |        | Arizona (11)<br>Georgia (14)<br>Michigan (15)<br>Nevada (4)<br>Pennsylvania (19)<br>Wisconsin (10) | North Carolina (14) | Florida (30)<br>Maine 2 <sup>nd</sup> (1) | Iowa (4)<br>Ohio (17)<br>Texas (40) | Alabama (9)<br>Alaska (3)<br>Arkansas (6)<br>Idaho (4)<br>Indiana (11)<br>Kansas (6)<br>Kentucky (8)<br>Louisiana (8)<br>Mississippi (6)<br>Missouri (10)<br>Montana (4)<br>Nebraska (2)<br>Nebraska 1 <sup>st</sup> (1)<br>Nebraska 3 <sup>rd</sup> (1)<br>North Dakota (3)<br>Oklahoma (7)<br>South Carolina (9)<br>South Dakota (3)<br>Tennessee (11)<br>Utah (4)<br>West Virginia (4)<br>Wyoming (3) |

270 needed to win

## Senate Balance of Power



50 Democrats, 49 Republicans  
1 (Retiring) Sinema



Nathan Gonzales  
Editor & Publisher  
Inside Elections

# Research & Benchmarking



Visit [pac.org/publications](https://pac.org/publications) for complete list



# 2022 Salary Survey



[pac.org/2022-salary-surveys](https://pac.org/2022-salary-surveys)

# News & Analysis

## News

Get insights on current public affairs trends and Council updates. [View all.](#)

Article



Public Affairs Council Hires Milka Amanios to Lead Social Impact Practice

July 11, 2024

Article



Pinkham Addresses Public Affairs Leaders in Australia

July 1, 2024

Article



Foundation for Public Affairs  
Meet the  
2024-2025  
Foundation for Public Affairs  
Announces 2024 Class of Hogans Fellows

April 24, 2024

Article



Outstanding Campaigns Honored at the National PAC Conference

March 7, 2024

## Impact Articles

In-depth articles in the public affairs field. [View all.](#)

Article



Impact

Impact - July/August 2024

July 31, 2024

Article



Election Impact: Finding Perspective after Election Season Whiplash

July 31, 2024

Article



When Building a Strong Coalition, Think Beyond the Usual Suspects

July 31, 2024

Article

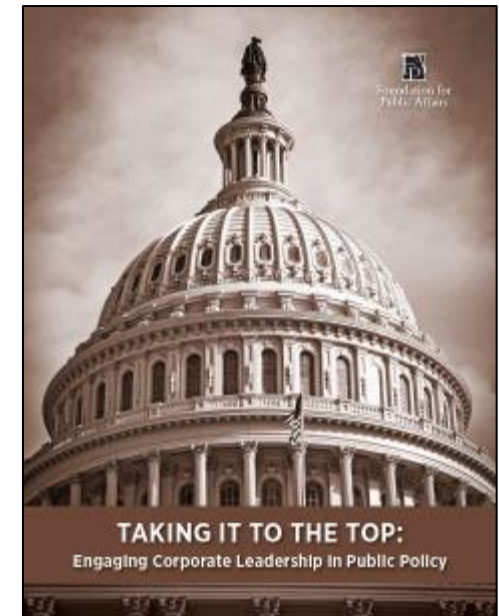
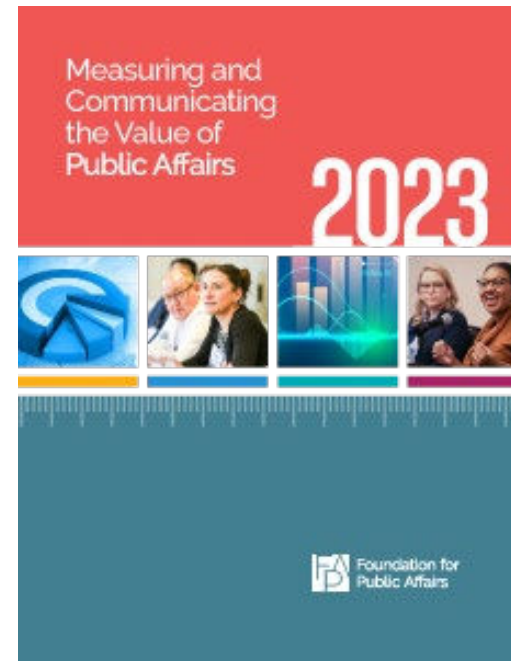


Public Affairs in a Post-Election EU – Advice for Global Teams

July 31, 2024

# Foundation for Public Affairs

Through workforce development initiatives focused on diversity and inclusion, and by conducting research on emerging issues and trends, the Foundation invests in the future of the profession





# Hogans Fellows

Foundation for Public Affairs' signature program focused on the retention and advancement of emerging leaders in the public affairs profession



## II. Executive Education



# Hallmarks of Council Events

- Peer-to-peer learning
- Practical advice you can implement immediately
- Unparalleled networking opportunities
- Benchmarking opportunities with best in class
- Resource materials to continue your learning





# 120+ Webinars (& Recordings) FREE for Members

- Building and Managing Diverse Global Teams
- Proving the Value of State Government Relations
- Leveraging Employee Resource Groups for Internal Progress
- PAC Charitable Match Programs
- Managing Up: Leadership Skills for Any Level

# Workshops

- Two hours of content on a range of public affairs topics
- In person or livestreamed from our Washington, D.C. office
- Available as recordings to those who registered for the event
- Unlimited, free workshops with Membership Plus+ subscription



# Signature Events

## Conferences

- Advocacy
- National PAC
- Government Relations & Policy

## Summits

- Digital Media & Advocacy
- Political Compliance
- STRIDE: Social Impact

## Other Events

- Spring Executive Meeting
- Washington, D.C. Study Tour
- Public Affairs Institute
- Masterclass Series

# 100+ Educational Events Annually

[pac.org/events](http://pac.org/events)

|                         | Length    | Format                         | Recording?             | Cost for Council Members               |
|-------------------------|-----------|--------------------------------|------------------------|--|
| <b>Webinars</b>         | 1 Hour    | Virtual only                   | Available indefinitely | Free                                   |
| <b>Workshops</b>        | 2-3 Hours | In person (selected) & virtual | Available for 3 weeks  | \$289-369 or Free with Membership Plus |
| <b>Signature Events</b> | 1-4 Days  | In person only                 | n/a                    | \$399-\$5,000                          |



# Certificate Programs

- PAC & Grassroots Management
- Government Relations & Lobbying
- Public Affairs Management





# III. Community



# Council Connect

community.pac.org

## LATEST DISCUSSIONS



### RE: ALLOWING PARTY-DESIGNATED CONTRIBUTIONS

BY: [VICTORIA ELLINGTON](#), 3 DAYS AGO

POSTED IN: [POLITICAL INVOLVEMENT NETWORK](#)

Hi Jessica, Our last Corporate PAC Benchmarking Report found that 11% of corporate PACs offered party designation as an option. Those that offered it, reported that an average of 20% of PAC members took advantage of this option. If possible, consider ...



### RE: GOVERNMENT, CIVICS AND PAC 101 - HELPING OUR PARTNERS ...

BY: [VICTORIA ELLINGTON](#), 3 DAYS AGO

POSTED IN: [HOME COMMUNITY](#)

Hi Danielle, Below, I am linking some PAC education campaign resources from the Political Involvement Network Library . PAC infographic examples PAC education presentation Importance of Corporate PACs Please let me know if you need ...

KB

### ELECTION YEAR PAC SOLICITATION

BY: [KRISTIN BUTTERFIELD](#), 4 DAYS AGO

POSTED IN: [POLITICAL INVOLVEMENT NETWORK](#)

Hi everyone. Apologies if this topic has been discussed - I'm new here. :) I am working on an early October campaign to our association members and struggling with crafting compelling language around why PAC giving is important in an election year - ...

Public Affairs Council  
AI Use in Public Affairs: Survey Results  
Laura Brigandi | Manager, Digital & Technology Practice

**AI USE IN PUBLIC AFFAIRS - SURVEY RESULTS**

Posted By Laura Brigandi  
08-13-2024 10:56

👤 49 📄 39 ...

**TEMPLATE CONGRESSIONAL LETTER**

Posted By Katherine Zillmer  
08-08-2024 13:05

👤 7 📄 4 ...

**NEW CASE STUDY: BUILDING A STRATEGIC...**

Posted By Alex Donovan  
08-07-2024 12:12

👤 30 📄 15 ...

**PAC Contribution Limits**

|              | Individual       | Corporate        | Political        | Trade            | Professional     |
|--------------|------------------|------------------|------------------|------------------|------------------|
| Individual   | \$5,000 per year | \$5,000 per year | \$5,000 per year | \$5,000 per year | \$5,000 per year |
| Corporate    | \$5,000 per year | \$5,000 per year | \$5,000 per year | \$5,000 per year | \$5,000 per year |
| Political    | \$5,000 per year | \$5,000 per year | \$5,000 per year | \$5,000 per year | \$5,000 per year |
| Trade        | \$5,000 per year | \$5,000 per year | \$5,000 per year | \$5,000 per year | \$5,000 per year |
| Professional | \$5,000 per year | \$5,000 per year | \$5,000 per year | \$5,000 per year | \$5,000 per year |

**FEC CONTRIBUTION LIMITS & DEFINITIONS**

Posted By Victoria Ellington  
08-01-2024 16:06

👤 15 📄 11 ...

**Guide to Legislative Meetings: The Basics**

**IT'S THE AUGUST RECESS - CONNECT WITH MEMBER...**

Posted By Katherine Zillmer  
08-01-2024 10:06

👤 6 📄 5 ...

**Guide to Legislative Meetings: The Basics**

**IT'S THE AUGUST RECESS - CONNECT WITH MEMBER...**

Posted By Katherine Zillmer  
08-01-2024 10:06

👤 10 📄 2 ...



# Accessing the Members-only Portal

## My Events

If your employer is an active member and signed up for the Membership Plus package, many of the workshops we offer will be of no charge to you. Please check your status in the My Profile section to the left. If you would like to learn more about the Membership Plus package, please contact [membershipplus@pac.org](mailto:membershipplus@pac.org).

All Events ▾

|          | Event Name  | Event Start Date |
|----------|---|------------------|
| Eligible | <a href="#">2024 Webinar: Measuring &amp; Communicating Digital Metrics</a>                   | 03/20/2024       |
|          | <a href="#">2024 Spring Board Meeting and Executive Conference</a>                            | 04/02/2024       |
|          | <a href="#">2024 Webinar: May Membership Orientation</a>                                      | 05/20/2024       |
|          | <a href="#">2024 Webinar: Training Your Executive for Exceptional External Communications</a> | 06/05/2024       |
|          | <a href="#">2024 Webinar: Managing Employee Activism</a>                                      | 10/23/2024       |

[SEE FULL LIST OF EVENTS](#)

## Areas of Interest

Please let us know your areas of interest. Interests are used to send relevant news, event and programming information targeted to your needs.

In order to receive Council communications, please have your IT department add [pac.org](http://pac.org), [members.pac.org](http://members.pac.org) and [informz.net](http://informz.net) to your company's safe senders list.

[VIEW AND UPDATE YOUR AREAS OF INTEREST](#)

## Communication Preferences

| Category : Email - General <a href="#">Hide</a> <input type="checkbox"/> Opt Out of all Email - General       |                                  |
|---|----------------------------------|
| Subcategory   | Opt Out                          |
| Corp Social Responsibility  | <input type="checkbox"/> Opt Out |
| Federal Government Relations  | <input type="checkbox"/> Opt Out |
| Grassroots  | <input type="checkbox"/> Opt Out |
| International   | <input type="checkbox"/> Opt Out |
| PAC   | <input type="checkbox"/> Opt Out |
| Public Affairs Communications   | <input type="checkbox"/> Opt Out |
| Public Affairs Mgmt / General   | <input type="checkbox"/> Opt Out |
| Social Impact   | <input type="checkbox"/> Opt Out |
| State & Local Gov't Relations   | <input type="checkbox"/> Opt Out |
| Category : Email - Newsletter <a href="#">Hide</a> <input type="checkbox"/> Opt Out of all Email - Newsletter |                                  |
| Subcategory   | Opt Out                          |
| Impact Monthly (Electronic)   | <input type="checkbox"/> Opt Out |

[Portal  
pac.org/login](https://portal.pac.org/login)



# Social Media

Follow us: @PACOUNCIL



# Jobs Page

pac.org/jobs

## Council Jobs

- [Membership Manager, Business Development](#)

## Search Jobs

 ▼ ▼ 🔍

|   |                  |        |
|---|------------------|--------|
| <a href="#">Elections Senior Fellow, Governance</a><br>R Street Institute           | Washington, DC   | Jan 21 |
| <a href="#">External Relations Coordinator</a><br>University of Maryland            | College Park, MD | Jan 21 |
| <a href="#">Senior Writer and Content Strategist</a><br>Sidwell Friends School      | Washington, DC   | Jan 21 |
| <a href="#">Vice President, Communications</a><br>NAACP                             | Washington, DC   | Jan 21 |
| <a href="#">Vice President, Government Affairs and Public Policy</a><br>HawkEye 360 | Washington, DC   | Jan 21 |





# Get Involved Today

[pac.org/engagement](https://pac.org/engagement)



## Expertise

- Download resources at Council Connect
- Get to know our staff experts



## Executive Education

- Sign up for an event
- Enroll in a certificate program



## Community

- Ask a question on Council Connect
- Join a professional community

# Contact Us

## **Caryn Seligman**

Senior Director

[cseligman@pac.org](mailto:cseligman@pac.org)  
[membership@pac.org](mailto:membership@pac.org)

202.787.5966

## **Emily Wallace**

Senior Manager, Membership

[ewallace@pac.org](mailto:ewallace@pac.org)  
[membership@pac.org](mailto:membership@pac.org)

202.787.5962

## **Tori Ellington**

Senior Manager, Political Engagement

[vellington@pac.org](mailto:vellington@pac.org)

202.787.5975

### **U.S. Office**

2121 K St. N.W., Suite 900 | Washington, DC 20037  
(+1) 202.787.5950 | [pac@pac.org](mailto:pac@pac.org)

### **European Office**

Square Ambiorix 7 | 1000 Brussels  
[europe@pac.org](mailto:europe@pac.org)

